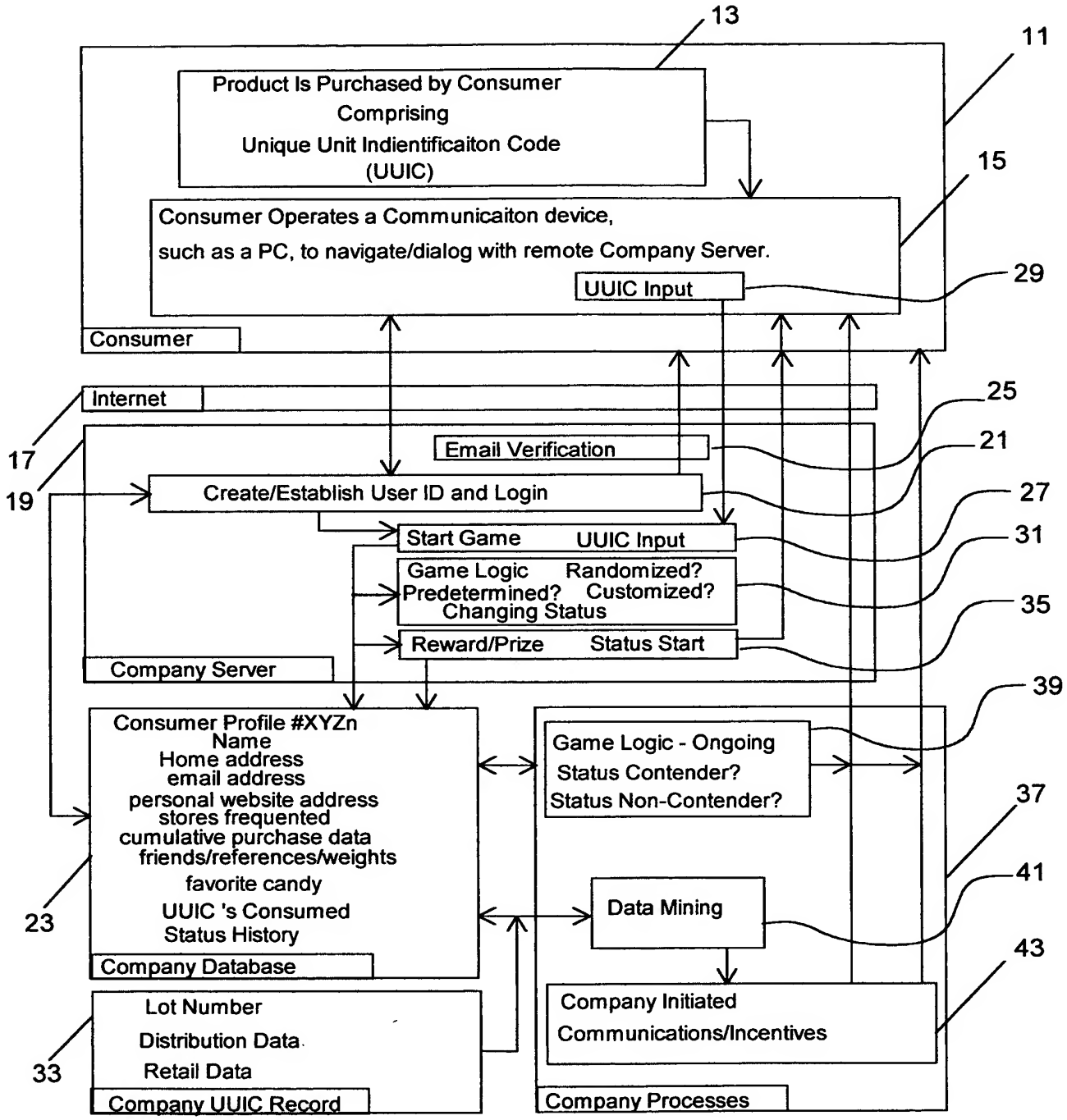
13
11
Product Is Purchased by Consumer
Comprising
Unique Unit Indientificaiton Code
(UUIC)
15
Consumer Operates a Communicaiton device,
such as a PC, to navigate/dialog with remote Company Server.
UUIC Input
29
Consumer
Internet
25
17
Email Verification
21
19
Create/Establish User ID and Login
27
Start Game UUIC Input
31
Game Logic Randomized?
Predetermined? Customized?
Changing Status
35
Reward/Prize Status Start
Company Server
39
Consumer Profile #XYZn
Name
Home address
email address
personal website address
stores frequented
cumulative purchase data
friends/references/weights
favorite candy
UUIC 's Consumed
Status History
Company Database
Game Logic - Ongoing
Status Contender?
Status Non-Contender?
37
41
Data Mining
23
43
Company Initiated
Communications/Incentives
Lot Number
Distribution Data
Retail Data
33
Company UUIC Record
Company Processes

Fig. 1

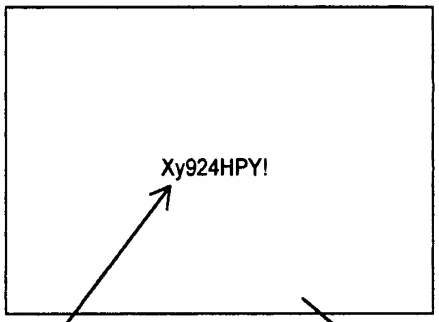

Fig. 2a

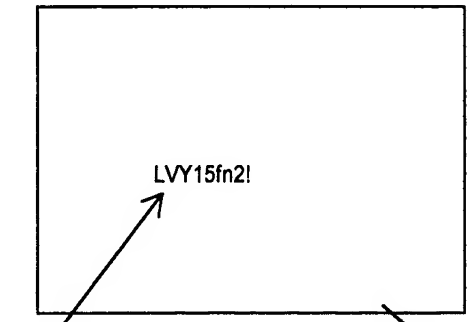

Fig. 2b

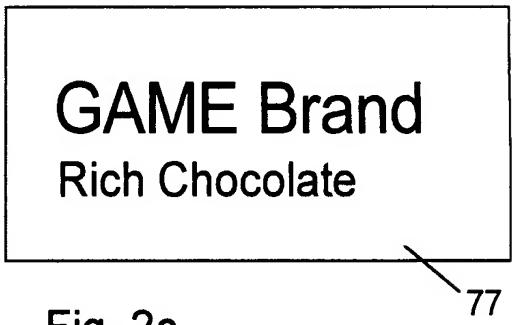

Fig. 2c

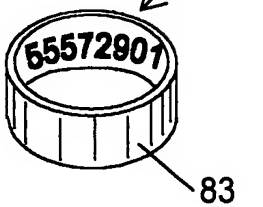

Fig. 2d

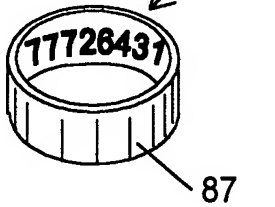

Fig. 2e

Fig. 2f